

FOCUS AREAS

Social Computing, Computer-Supported Cooperative Work, Human-AI Interaction, Human-Agent Interaction

EDUCATION

University of Washington Ph.D. in Human Centered Design and Engineering Advisors: Prof. David McDonald and Prof. Mark Zachry	Seattle, WA, USA Sep 2023 - present
Seoul National University M.S. in Intelligence and Information Advisor: Prof. Joongseek Lee Thesis: <i>Study on Remote Studying Activity with Video Conferencing Tool to Feel the Presence of Others: Focusing on Revealing and Hiding Themselves through Videos</i>	Seoul, South Korea Sep 2019 - Feb 2022
Ewha Womans University B.A. in International Studies (conc. in Business and Economics) B.A. in Advertising and Public Relations	Seoul, South Korea Mar 2013 - Feb 2019

RESEARCH PROJECTS

Building a Culture-Sensitive AI for Discussions in Wikipedia <i>Lead Researcher, University of Washington</i> Currently preparing training datasets of Wikipedia policy application cases.	Sep 2025 - present
Towards a Framework for AI-Supported Mediation in Community-based Online Collaboration <i>Lead Researcher, University of Washington</i> Working toward building an information-focused framework with content, culture, and people as the main information elements. [n.4]	Aug 2025 - present
Exploring How AI Can Assist Comprehension of Wikipedia Discussions <i>Lead Researcher, University of Washington</i> Created a web-based prototype with LLM-powered features and iteratively refined functionality through user feedback.	Jan 2025 - present
Rethinking Design Principles for AI Companions <i>Lead Researcher, University of Washington</i> Conducted a five-phase multi-method study showing the collapse of ethics-UX boundaries in AI companion design and the need for flexible principle implementation. [Under Review]	Jan 2024 - Aug 2025
Understanding How LLMs Impact Participation in Knowledge Communities with a Focus on Wikipedia <i>Research Assistant, University of Washington</i> Assisted with qualitative interview analysis and the structuring of key insights that revealed differing impacts on experienced and novice editors. [Under Review]	Feb 2025 - May 2025
Exploring Short-Lived AI Companion Chatbots through Collaborative Autoethnography <i>Lead Researcher, University of Washington</i> Led a 10-day collaborative autoethnography with AI companion chatbots as part of the broader five-phase study. [p.4]	Jan 2024 - Dec 2024

Examining Wikipedian Views on Key Elements of Discussion Summaries

Lead Researcher, University of Washington

Sep 2023 - Oct 2024

Conducted interviews identifying 13 key elements for discussion summaries and found that AI summaries often missed community-specific aspects. [c.3]

Designing to Protect Privacy and Reduce Fear for Teens on Social Media

Research Assistant, University of Washington

Nov 2023 - Jan 2024

Assisted in analyzing interviews on teens' social media fears and in surveying ten empowerment-focused design prototypes. [c.2]

Designing a New Video Conferencing Interface for Virtual Studying

Lead Researcher, Seoul National University

Jan 2022 - Apr 2022

Designed and conducted usability testing of video conferencing interfaces that detect study-related motion while minimizing camera exposure. [p.3]

Understanding Co-Studying Activity on Video Conferencing Rooms

Lead Researcher, Seoul National University

Jan 2021 - Jan 2022

Conducted interviews, a survey, and video analysis to uncover the tension between users' desire to hide and reveal themselves on camera. [c.1]

Designing a Knowledge-Sharing Chatbot for a Co-Living Space

Lead Researcher, Seoul National University

Jul 2020 - Jan 2021

Designed a chatbot prototype supporting information sharing through interviews and a co-creation workshop, and conducted a one-week usability study in a co-living space. [p.2, n.2]

Understanding Single Households' Casual Conversations with Smart Speakers

Lead Researcher, Seoul National University

Jul 2020 - Jan 2021

Conducted a six-week field study of single households' smart speaker use, revealing limits to casual conversation. [n.3]

Investigating Information Needed for Awareness between Remote Workers

Lead Researcher, Seoul National University

Mar 2020 - Jun 2020

Designed a pseudo-service and ran a one-week usability study with remote workers to examine which awareness information they wanted to share and receive. [p.1]

Building a Smart Speaker Application for Classical Music Beginners

Research Assistant, Seoul National University

Sep 2019 - Jan 2020

Assisted in designing a smart speaker service introducing classical music and collected VOCs during a 15-day usability study. [8 Media Reports]

Investigating Auditory Cues for Separateness of AI Speaker Services

Lead Researcher, Seoul National University

Oct 2019 - Nov 2019

Designed and conducted usability testing of smart speaker services featuring different auditory cues. [n.1]

PUBLICATIONS

PEER-REVIEWED CONFERENCE PROCEEDINGS

- [c.3] **Soobin Cho**, Mark Zachry, and David W. McDonald. 2025. Towards Insider Summarization for Mediation Instead of Moderation: Examining Wikipedian Views on Key Elements of Discussion Summaries. *Proc. ACM Hum.-Comput. Interact.* 9, 7, Article **CSCW500** (November 2025), 25 pages. <https://doi.org/10.1145/3757681>
- [c.2] JaeWon Kim, **Soobin Cho**, Robert Wolfe, Jishnu Hari Nair, and Alexis Hiniker. 2025. Privacy as Social Norm: Systematically Empowering Teen Privacy Management on Social Media. *Proc. ACM Hum.-Comput. Interact.* 9, 2, Article **CSCW151** (April 2025), 39 pages. <https://doi.org/10.1145/3711049>

- [c.1] **Soobin Cho**, Joongseek Lee, and Bongwon Suh. 2023. “I Want to Reveal, but I Also Want to Hide” Understanding the Conflict of Revealing and Hiding Needs in Virtual Study Rooms. *Proc. ACM Hum.-Comput. Interact.*, 7, **CSCW2**, Article 300 (October 2023), 27 pages. <https://doi.org/10.1145/3610091>

PEER-REVIEWED POSTERS AND EXTENDED ABSTRACTS

- [p.4] **Soobin Cho**, Anna Lindner, Joseph S. Schafer, Pitch Sinlapanuntakul, Julie A. Vera, and Mark Zachry. 2025. Collaborative Autoethnography as a Method to Explore Short-Lived Social AI Chatbots. In *Proceedings of the 13th International Conference on Human-Agent Interaction (HAI '25)*, November 10–13, 2025, Yokohama, Japan. ACM, New York, NY, USA, 3 pages. <https://doi.org/10.1145/3765766.3765830>
- [p.3] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2022. “Hide Your Video, Show Your Action!” Investigating a New Video Conferencing Interface for Virtual Studying. In *Companion Computer Supported Cooperative Work and Social Computing (CSCW'22 Companion)*, November 08–22, 2022, Virtual Event, Taiwan. ACM, New York, NY, USA, 5 pages. <https://doi.org/10.1145/3500868.3559451>
- [p.2] Sang Ah Park, Yoon Young Lee, **Soobin Cho**, Minjoon Kim, and Joongseek Lee. 2021. “Knock Knock, Here Is an Answer from Next Door”: Designing a Knowledge Sharing Chatbot to Connect Residents: Community Chatbot Design Case Study. In *Companion Publication of the 2021 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '21 Companion)*, October 23–27, 2021, Virtual Event, USA. ACM, New York, NY, USA, 5 pages. <https://doi.org/10.1145/3462204.3481738>
- [p.1] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2020. Not Too Much, Nor Too Less: Investigating Which Information Should Be Shared for Awareness Between Remote Workers. In *Companion Publication of the 2020 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '20 Companion)*. Association for Computing Machinery, New York, NY, USA, 239–243. <https://doi.org/10.1145/3406865.3418308>

NON-PEER-REVIEWED PUBLICATIONS

- [n.4] **Soobin Cho**, Mark Zachry, and David W. McDonald. 2025. A Framework for AI-Supported Mediation in Community-based Online Collaboration. arXiv:2509.10015 [cs.HC] <https://arxiv.org/abs/2509.10015> (accepted at 2025 **CSCW workshop ‘Augmenting Collaborative Problem-Solving: Exploring the Design and Use of GenAI for Groupwork’**)
- [n.3] **Soobin Cho**, Yoon Young Lee, Sang Ah Park, and Joongseek Lee. 2021. “Can Smart Speaker Be the ‘SimSimi’ for Single Households?”: Study on the Use of Smart Speakers by Single Households. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. The HCI Society of Korea, 6 pages. [dbpia]
- [n.2] Sang Ah Park, **Soobin Cho**, Yoon Young Lee, and Joongseek Lee. 2021. ‘Naver Knowledge-iN’ in a Speaker: Designing a Voice-Based Knowledge Sharing Service. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. The HCI Society of Korea, 6 pages. [dbpia]
- [n.1] **Soobin Cho** and Joongseek Lee. 2020. Study on Auditory Cues for Conversation Separateness in AI Speaker Multi-Turn Services. In *Proceedings of HCI Korea 2020 (HCIK 2020)*. The HCI Society of Korea, 4 pages. [dbpia]

TEACHING EXPERIENCE

DIRECTED RESEARCH GROUPS, University of Washington

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| Understanding Online Community Norms to Build an AI Agent | Fall 2025 (present) |
| Research group for understanding and labeling Wikipedia policy application cases to create training datasets for norm-aware AI agent. | |
| Design Principles for AI Companions (2) | Winter 2025 |
| Directed 3 students in conducting thematic analysis of over 400 design recommendations and performing internal and external heuristic evaluations to develop design principles. | |
| Design Principles for AI Companions (1) | Fall 2024 |
| Directed 11 students in experiencing diverse AI companions, conducting user research, and applying over 500 design recommendations from related fields through guided discussions. | |

TEACHING ASSISTANT

HCDE 501: Theoretical Foundations of HCDE , University of Washington	Fall 2025 (present)
HCDE 593: Master's Capstone , University of Washington	Spring 2025
HCDE 592: Master's Capstone Planning , University of Washington	Winter 2024
HCDE 519: Qualitative Research Methods , University of Washington	Fall 2024
HCDE 300: Foundations of HCDE , University of Washington	Spring 2024
Information Technology Practice , Seoul National University	Spring 2020, Fall 2020

WORK EXPERIENCE

Soft Berry Inc.	Seoul, South Korea
<i>UX Researcher, Product Team</i>	Mar 2022 - Aug 2023
<i>Korean Series A startup (\$8M+ funding), operates Korea's leading EV charging station app</i>	
- First and sole UX researcher, led end-to-end research strategy and execution.	
- Ran mixed-methods studies: interviews, contextual inquiries, surveys, workshops, usage data analysis, and market/competitive research.	
- Partnered with leadership (CEO, COO, PM Lead) to align goals and convert insights into product principles and design guidelines.	
- Collaborated with designers and engineers to implement findings in the app.	
- Shared research outcomes across the organization through presentations and reports.	
Weber Shandwick	Seoul, South Korea
<i>Junior Associate, Consumer Marketing Team</i>	Sep 2017 - Oct 2018
- Planned, conducted, and evaluated digital and print PR campaigns.	

HONORS AND SCHOLARSHIPS

Graduate Student Conference Presentation Award , University of Washington	Fall 2025
Special Recognition for Outstanding Reviews , ACM	CHI 2025 LBW
Publication Achievement Award , Seoul National University	Fall 2021
Brain Korea 21 Four Scholarship , Ministry of Education, Korea	Fall 2020, Spring 2021
Brain Korea 21 Plus Scholarship , Ministry of Education, Korea	Fall 2019, Spring 2020
Honors Scholarship , Ewha Womans University	Fall 2013, Fall 2014, Fall 2015, Spring 2017
Dean's List , Ewha Womans University	Spring 2013, Spring 2014, Fall 2014, Fall 2016, Spring 2017

INVITED TALKS AND LECTURES

HCID 590: Design, Use, Build (DUB) Seminar	Oct 2025
HCDE 545: Qualitative Research Methods	May 2025
HCI Korea 2020 Tutorial: Making 'Cool' Voice Service	Aug 2020

REVIEW SERVICE

ACM CSCW	2023 - 2026
ACM CHI	2025
ACM CHI Late-Breaking Work	2022 - 2025
ACM CUI Short Papers	2025